

COMPANY TRADE MISSION QUESTIONNAIRE

GENERAL INFORMATION

Company name	Home Instead Senior Care
Industry	Senior Care-non medical
Ranking (if any)	#1 by the Entrepreneur Magazine in Non-Medical Senior Care
Annual sales in U\$D	US\$467,000,000 projected in 2006
Number of employees	35,000
Number of units in U.S.	522
Number of units internationally	130
Year founded	1994
Main competitors	Independent local caregivers and Nurse Registry
Countries operating in:	USA, Japan, Canada, Portugal, Australia, Ireland, UK, New Zealand, Taiwan, Spain

FRANCHISE PROGRAM

What is your product or service?	Home Instead Senior Care provides an affordable solution for the elderly, who prefer to remain at home where their quality of life is enhanced without the stress and hardships of interrupted routines and changes in daily habits. Our part-time, full-time and around the clock Service alternatives are designed for people who choose to live independently, but require Personal care, Alzheimer's care, convalescence care, companionship, meal preparation, medicine reminders, light housekeeping, and help with errands and shopping, to remain in their homes.
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What are your market advantages?	<ol style="list-style-type: none"> 1. Proven international business model and global network in the Non medical elder care 2. Most advanced CAREGiver's Education Programs including Award winning Alzheimer's Training 3. Industry designed proprietary software 4. Uniquely designed franchisee selection process 5. Depth and breadth of Master Franchisee Support 6. New Owner Franchisee Training programs
What year did you start franchising?	1995
What form of franchise contract do you offer? (Master / Area Development / Other)	Master Franchise
How long is your training?	The terms of the master franchise agreement.
Where is the training done?	Omaha Nebraska USA, Regional selected locations and the local country
What is your international on-going support?	<p>Home Instead Senior Care offers the master franchisee the training and assistance to establish their pilot office and build their own franchise system. The attached lists cover the two parts, one to develop their pilot Home Instead Senior Care office and the other to develop their franchise system.</p> <p>Building a Pilot Office Start-up and Pre-Training Program (4-8 weeks) Local location</p> <ul style="list-style-type: none"> • Office selection and set up • Modification of key marketing, training materials

	<p>Operational Training (After spending two weeks at the World Headquarters where the master franchisee learns the foundation of our business model and, he/she is ready to open the door for business. To further enhance the business, Home Instead Senior care continues to assist with continued training on the each aspect of our model for the next 14-17 weeks at their local location followed by a visit by one of Home Instead Senior Care executives in their local market.</p> <p>HISC Services and Pricing</p> <ul style="list-style-type: none"> • CAREGiver Recruitment • CAREGiver Training • Client Recruitment • Service Quality Assurance • Advertising & Public Relations • Marketing • Home Instead Senior Care Trademark and Logo • Business Operating Software System • Home Instead Senior Care Public and Private web page • See the next page for further support
<p>What are some unique selling points of your franchise opportunity?</p>	<ol style="list-style-type: none"> 1. Proven International Model 2. Rewarding and meaningful concept 3. Alzheimer's CAREGiver's Education Programs 4. Thriving Industry 5. Comprehensive International Support Department 6. Low up front fee

PROSPECT QUALIFICATION

Financial requirements	Min. net worth <i>U\$D 500,000</i> Min. required investment <i>U\$D 100,000-250,000</i> Min. operating capital <i>U\$D 100,000</i>
Industries where potential franchisees could be found?	A. Franchisors and/master franchisees of other brands B. Industries that deliver or conduct services at residential homes: House cleaning House maintenance Home security Lawn care Residential eye care service company Residential hearing care service company Residential meal delivery Residential medicine delivery C. Durable medical equipment sales services D. Staffing and employment agencies E. Education and training firms F. IT industry
Profile of the ideal candidate	An individual/organization that is visionary, shares caring and compassionate heart about the seniors. And the individual that is in a solid financial position and is looking for a new type of business that will benefit society.
Additional requirements	None

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